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FollowUp.cc Helps Business Reclaim the Inbox in the Age of Email Overload

FollowUp Team transforms emails into CRM and productivity tools for entrepreneurs and SMBs

Santa Barbara, CA, April 24, 2014—In business today, sales teams and executives are doing daily battle with their own inboxes. Early adopters of *FollowUp* are recovering lost time and opportunities with a simple ‘send’ that turns email messages into action items and lead management tools. FollowUp.cc is responding to the needs of growing businesses with today’s release of *FollowUp Team*, the new enterprise version of its flagship *FollowUp* email reminder service. With professionals worldwide already using over 50,000 email reminders each week, FollowUp.cc is creating its own sweet spot in the competitive CRM landscape.

“In business, important tasks often get lost in a backlog of emails unless they are scheduled or organized outside of your email account,” said Suzanne Cohen, General Manager of FollowUp.cc. “With FollowUp you can turn emails into future actions on your own terms - in an hour, next week or a year out - right from your email on any device.”

FollowUp turns the simple action of sending or forwarding an email into a powerful lead management solution, when used alone, or with FollowUp’s integrations with popular online calendars or with Salesforce for Enterprise or Ultimate Users. Even employees of larger companies that use the leading CRM systems for tracking leads are signing up for FollowUp. With so many actions coming in by email, many systems are too complex when a simple reminder will do.

“FollowUp Team is designed for entrepreneurs, growing businesses and other large groups who want a high value, low investment approach for their teams to stay organized and prevent the loss of time and revenue due to email overload,” said Cohen.

In a single step, *FollowUp Team* users can include team members in the process, scheduling leads follow up or meeting reminders without having to leave your inbox. FollowUp also puts the ‘bcc’ field to work, allowing you to

privately turn any email correspondence into a reminder or action item for yourself or your team members. *

Plans and Pricing

In addition to *FollowUp Team*, FollowUp.cc offers individual monthly or annual service plans: *Mini* for personal and student use, *Basic*, and *Professional*, the most popular FollowUp plan for sales professionals and executives. Features may include from 25 to 2,500 reminders/month, multiple email addresses, attachment support, recurring reminders, snooze, tagging, email autocomplete, Gmail, Outlook, Yahoo!, Apple and other calendar integration, response detection, Gmail and Chrome extensions, Salesforce integration, phone support and more.

To sign up or to learn more, visit <http://followup.cc>. Pricing is available at www.followup.cc/pages/pricing.

About FollowUp.cc and Argon Technologies

FollowUp.cc is an innovator in simplifying productivity, beginning with its flagship FollowUp email reminder service. FollowUp turns emails into action items as easily as sending an email. The company acquired FollowUp in 2014 and is privately held by Santa Barbara-based Argon Technologies, a business and development group focused on fast-track growth and long-term viability for early stage startups. FollowUp Mini, Basic, Professional and Team are available at www.FollowUp.cc.

*FollowUp uses flexible, memorable reminder terms such 1hr@followup.cc, week@followup.cc, tues2pm@followup.cc and 1year@followup.cc as well as an email autocomplete feature that includes the most common reminder options.

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